

CLAIMS

1. A decorated product having a decoration applied to a predetermined surface area of the product, including: an adhesion promoting first coating applied to at least a predetermined area to be decorated; a second, printable coating applied at least to said predetermined area to be decorated; and a decoration applied to said second coating.
2. The product as set forth in Claim 1, further including a substantially transparent outer, protective coating in overlying, protective relation with said decoration.
3. The product as set forth in Claim 1, wherein said second coating consists of a urethane.
4. The product as set forth in claim 1, wherein said first coating covers a major surface portion of said product.
5. The product as set forth in claim 1, wherein said first coating covers a predetermined surface area sufficient to encompass said decoration.
6. The product as set forth in claim 1, wherein said second coating covers a major surface portion of said product.
7. The product as set forth in claim 1, wherein said second coating covers a predetermined surface area sufficient to encompass said decoration.
8. The product as set forth in Claim 2, wherein said substantially transparent outer, protective coating covers a major surface portion of said product.
9. The product as set forth in Claim 2, wherein said substantially transparent outer, protective coating covers a predetermined surface area sufficient to

encompass said decoration.

10. The method of decorating a product by applying a decoration to a predetermined area of the product, including applying an adhesion-promoting first coating material to at least a predetermined surface area to be decorated; applying a second, printable coating to at least said predetermined area to be decorated; and carrying out said decoration applying step.
11. The method as set forth in Claim 10, including applying a substantially transparent outer, protective coating in overlying, protective relation with said decoration.
12. The method as set forth in Claim 10, wherein said first coating is applied to a major portion of said product by dipping said product into a bath of said first coating material.
13. The method as set forth in Claim 10, wherein said first coating is applied to a discrete first area of said product, said first area exceeding and including said area to be decorated.
14. The method as set forth in Claim 13, wherein said first coating is applied by digitally controlled air brushing.
15. The method as set forth in Claim 14, wherein said second coating is applied by digitally controlled air brushing.
16. The method as set forth in Claim 13, wherein said said decoration applying step is carried out using digitally controlled air brushing.
17. The method as set forth in Claim 10, wherein all the material applying steps of said method are applied by digitally controlled air brushing.

18. The method as set forth in Claim 17, including applying a substantially transparent outer, protective coating in overlying, protective relation with said decoration.
19. The method as set forth in Claim 10, said step of applying material to said article consisting of applying a predetermined form of said material to a flexible substrate; transferring said material to a transfer pad, applying said transfer pad to said article, and transferring said material to the article.
20. The method of treating an article, by applying a coloured decoration to an external surface of an article, consisting of the steps of applying a predetermined coloured pattern to a tensioned silicone membrane by way of at least one pass of a digitally controlled applicator; transferring said pattern to a transfer pad, and applying said transfer pad in pattern transfer relation with said article external surface.